IDENTIFYING YOUR IDEAL PATIENT

Level One: Demographic Information

- Age
- Gender
- Income
- Family Size
- Where They Live
- Ethnicity
- Level of Education

Level Two: Psychographic Information

- Values
- Interests
- Hobbies
- Political Affiliation
- Religious Views
- Lifestyle
- Attitude
- Personality

Level Three: Advanced Information

- What keeps them up at night, staring at the ceiling? Worry, pain, or frustration?
- What is their single biggest problem that you can solve?
- What do they secretly, privately desire most?
- If you could just _____ then _____?

PRACTICE ROCKET